CLAIMS:

1. A method for presenting an animated advertisement on a web page, comprising the following steps, all carried out by a web server:

    (a) obtaining a web page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

    (b) downloading said web page layer to the client computer for displaying the animated advertisement content in association with the web page.

2. The method according to Claim 1, wherein the web page is downloaded to the client computer by said web server.

3. The method according to Claim 1, wherein the web page is downloaded to the client computer by a different web server.

4. The method according to according to Claim 1, further including the step of sending a trigger signal to the client computer for starting the animation.

5. The method according to Claim 1, wherein the animated advertisement is a video clip.

6. The method according to Claim 1, wherein the animated advertisement is a vector animation script.

7. The method according to Claim 1, wherein the trigger signal is independent of any autonomous activity performed by a user of the client computer.

8. The method according to Claim 1, further including the step of down-loading to the client a mobile program for creating the trigger signal.

9. The method according to Claim 1, wherein the animated advertisement includes an integral trigger signal for running the animated advertisement.

10. The method according to Claim 1, wherein step (b) is performed during idle communication periods of the client computer.

11. The method according to Claim 1, wherein at least part of the at least one object is translucent.

12. A web server for presenting an animated advertisement on a web page, the web server comprising:

5   a processor,

a memory coupled to the processor and storing therein a web page layer adapted to contain an animated advertisement content containing at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

10   a communication mechanism coupled to the processor for successively downloading the web page and the web page layer to a client computer connected to the web server.

13.   The web server according to Claim 12, wherein:

the web page is stored in the memory, and

15   the communication mechanism successively downloads the web page and the web page layer to the client computer.

14.   The web server according to Claim 12, wherein the processor is responsive to a clock for sending a trigger signal to the client for starting the animation.

15.   The web server according to Claim 12, wherein the animated
20   advertisement is a video clip.

16.   The web server according to Claim 12, wherein the animated advertisement is a vector animation script.

17.   The web server according to Claim 12, wherein the communication mechanism is responsive to the processor for downloading to the client a mobile
25   program for creating the trigger signal.

18.   The web server according to Claim 12, wherein the animated advertisement includes an integral trigger signal for running the animated advertisement.

19.   The web server according to Claim 12, wherein the communication mechanism is responsive to the processor for downloading the animated advertisement content during idle communication periods of the client computer.

20.   The web server according to Claim 12, wherein at least part of the at least one object is translucent.

21.   A method for presenting an animated advertisement on a web page, comprising the following steps all carried out by a client computer connected to a web server:

    (a)   downloading a web page from the web server,

    (b)   superimposing over said web page a web page layer containing the animated advertisement having at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

    (c)   applying a trigger signal for starting the animated advertisement.

22.   The method according to Claim 21, wherein steps (b) and (c) include running an application program for compiling the web page layer and applying the trigger signal.

23.   The method according to Claim 22, further including downloading the application program from a web server.

24.   The method according to Claim 22, wherein the application program generates an integral trigger signal for running the animated advertisement.

25.   The method according to Claim 21, wherein step (b) includes downloading the web page layer from a web server.

26.   The method according to Claim 25, further including the step of receiving a trigger signal from a web server for starting the animation.

27.   The method according to Claim 21, wherein the animated advertisement is a video clip.

28.   The method according to Claim 21, wherein the animated advertisement is a vector animation script.

29.   The method according to Claim 21, wherein the trigger signal is independent of any autonomous activity performed by a user of the client computer.

30.   The method according to Claim 25, further including the step of down-loading from the web server a mobile program for creating the trigger signal.

5 31.   The method according to Claim 25, wherein the animated advertisement includes an integral trigger signal for running the animated advertisement.

32.   The method according to Claim 21, wherein at least part of the at least one object is translucent.

33.   A client machine for presenting an animated advertisement on a web page,
10 the machine comprising:

a processor,

a memory coupled to the processor and adapted to store therein a web page and a web page layer containing the animated advertisement containing at least one object adapted to run across the web page without obscuring or disabling portions
15 of the web page lying outside a boundary of said objects at any given instant of time,

a communication mechanism coupled to the processor for downloading a web page from a web server to said memory,

a triggering unit coupled to the processor for applying a trigger signal for
20 starting the animated advertisement, and

an overlay mechanism coupled to the triggering unit and responsive to the trigger signal for superimposing over said web page a web page layer.

34.   The client machine according to Claim 33, wherein the overlay mechanism is constituted by an application program for compiling the web page layer or a
25 "pseudo web page layer" and applying the trigger signal.

35.   The client machine according to Claim 34, wherein the communication mechanism is adapted to download the application program from a web server.

36.   The client machine according to Claim 34, wherein the application program is adapted to generate an integral trigger signal for running the animated
30 advertisement.

37.   The client machine according to Claim 33, wherein the communication mechanism is adapted to download the web page layer from a web server.

38.   The client machine according to Claim 37, wherein the triggering unit receives a trigger signal from the web server for starting the animation.

39.   The client machine according to Claim 33, wherein the animated advertisement is a video clip.

40.   The client machine according to Claim 33, wherein the animated advertisement is a vector animation script.

41.   The client machine according to Claim 33, wherein the triggering unit is independent of any autonomous activity performed by a user of the client machine for generating the trigger signal.

42.   The client machine according to Claim 37, wherein the communication mechanism is adapted to download from the web server a mobile program for creating the trigger signal.

43.   The client machine according to Claim 37, wherein the animated advertisement includes an integral trigger signal for running the animated advertisement.

44.   The client machine according to Claim 33, wherein at least part of the at least one object is translucent.

45.   A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for presenting an animated advertisement on a web page, said method steps comprising:

(a)   downloading a web page to a client computer connected to the web server, and

(b)   downloading to the client computer a web page layer containing the animated advertisement containing at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time.

46. A computer program product comprising a computer useable medium having computer readable program code embodied therein for presenting an animated advertisement on a web page, the computer program product comprising:

computer readable program code for causing the computer to download a web page to a client computer connected to the web server, and

computer readable program code for causing the computer to download to the client computer a web page layer containing the animated advertisement containing at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time.

47. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for presenting an animated advertisement on a web page, said method steps comprising:

(a) downloading a web page from a web server,

(b) superimposing over said web page a web page layer containing the animated advertisement containing at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

(c) applying a trigger signal for starting the animated advertisement.

48. A computer program product comprising a computer useable medium having computer readable program code embodied therein for presenting an animated advertisement on a web page, the computer program product comprising:

computer readable program code for causing the computer to download a web page from a web server,

computer readable program code for causing the computer to superimpose over said web page a web page layer containing the animated advertisement containing at least one object adapted to run across the web page without obscuring

or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

computer readable program code for causing the computer to apply a trigger signal for starting the animated advertisement.

49. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for presenting an animated advertisement on a web page, comprising the following steps:

(a) obtaining a web page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

(b) downloading said web page layer to the client computer for displaying the animated advertisement content in association with the web page.

50. A computer program product comprising a computer useable medium having computer readable program code embodied therein for presenting an animated advertisement on a web page, the computer program product comprising:

computer readable program code for causing the computer to obtain a web page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

computer readable program code for causing the computer to download said web page layer to the client computer for displaying the animated advertisement content in association with the web page.